



WDAF-TV

ORDER

Print Date 10/24/12

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Flight Dates 10/30/12-11/05/12

<u>Contract / Revision</u>	584320	/	JENKINS 4 CONGRESS	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	10/17/12	10/24/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	306
			<u>Billing Contact</u>	<u>Alt Order #</u>	09842384
<u>Advertiser</u>	Jenkins/R/KS/US House		<u>Billing Type</u>	Cash	
<u>Agency</u>	SRCP Media		<u>Order Type</u>	GENERAL	
<u>Buying Contact</u>			<u>Billing Cycle</u>	EOM/EOC	
201 North Union Street Suite 200 Alexandria, VA 22314			<u>Billing Calendar</u>	BROADCAST	
			<u>Demographic</u>	A35+	
			<u>Rev Codes</u>	SP-POL CAN	GEN
			<u>Product Codes</u>	PL1Ca	
			<u>Priority</u>	DEFAULT	
			<u>Advertiser Ref</u>		

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 150700

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	45210
KCWE	%	0
KMBC	31%	46717
KMCI	%	0
KPXE	%	0
KSHB	14%	21098
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	57	\$32,023.75	\$37,675.00	0.00	10/29/12	11/05/12	57	\$32,023.75	\$37,675.00
Totals	57	\$32,023.75	\$37,675.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
E 1	4	10/30/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
Fox 4 @ 5															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$300.00		0.00			
E 2	4	10/30/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
Fox 4 News @ 5:30a															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$300.00		0.00			
E 3	4	10/30/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
Fox 4 @ 6a															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$600.00		0.00			



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Contract / Revision **584320** **Flight Dates** **10/30/12-11/05/12** **Hiatus Dates**

Original Date / Revision 10/17/12/ 10/24/12 Order Sep 00:15:00

Advertiser Jenkins/R/KS/US House Product JENKINS 4 CONGRESS Estimate # 306



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Contract / Revision 584320 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/24/12

Order Sep 00:15:00

Advertiser Jenkins/R/KS/US House

Product JENKINS 4 CONGRESS

Estimate # 306



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<u>Contract / Revision</u>	584320	<u>Flight Dates</u> 10/30/12-11/05/12	<u>Hiatus Dates</u>														
<u>Original Date / Revision</u>	10/17/12/	10/24/12	<u>Order Sep</u> 00:15:00														
<u>Advertiser</u>	Jenkins/R/KS/US House	<u>Product</u> JENKINS 4 CONGRESS	<u>Estimate #</u> 306														
<u>Totals</u>																	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 26	4	11/05/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00		
FOX 4 NEWS @ 10:30																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$600.00	0.00												
N 26	4	11/05/12	11/05/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$250.00	0.00												
														<u>Totals</u>	57 \$37,675.00		